

## **Historic, Archive Document**

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March 17, 1944

SubjectAssignedStatus

## RATIONING AND PRICE CONTROL CAMPAIGN

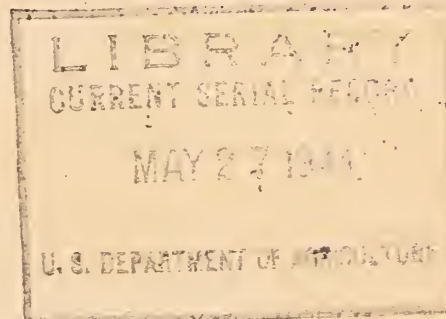
PUBLICATIONS

Letter to Farm Editors--Agriculture in Wing, OI Completed  
Wartime

1944 Crop Sweetpotato Prices  
 OPA Creates Municipal Affairs Com.  
 Maximum Prices for Plug Chewing Tobacco  
 Old License Numbers on Gasoline Ration  
 Coupons

War Letter for Agriculture DuMars, OI Completed

"R" Coupons to be Invalid at Filling  
 Stations  
 Endorse "E" and "R" Coupons  
 OPA To Help Find Cars  
 Put Old Auto License Number on Gas  
 Coupon  
 Enriched Flour Ceiling Lowered  
 Farm Butter Point Value Lowered in  
 Some Places



Food Trade Letter OD Completed

White Potato Industry Advisory  
 Committee Meets  
 Maximum Prices which WFA Will Pay  
 for Dried Whole Eggs  
 About 6½ Million Pounds of Black  
 Pepper ....

The Feed Situation -- February, 1944 BAE Completed

Price Ceilings on Oats, Barley,  
 and Grain Sorghums Extended

The Fats and Oils Situation--February, 1944 BAE Completed

Sesame and Sunflower Oils Placed  
 Under Point Rationing  
 Ceiling Prices for Refined Peanut  
 Oil Increased  
 Specific Ceilings Established for  
 Crude Soybean Oil; Fish Oil  
 Ceilings Adjusted Slightly

Letter to State Extension Directors Fulghum, ES Completed

Farm Equipment Maximum Price Chart  
 (OPA Feb. 1, 1944)  
 Sweetpotato Maximum Prices (OPA-4018)

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
<u>RADIO</u>		
<u>Servel Electric Network Broadcast-March 11</u> Low Point Values in Abundant foods	Hemphill, OI	Completed
<u>Victory Garden Network Program - March 10</u> Point Values and the Victory Gardens of '44	Hemphill, OI	Completed
<u>Radio Round-up on Food</u> Fat News (lard)	Godwin, OD	Completed
<u>Letter to Farm Program Directors</u> New Rules for Farm Gas Coupons	Kadderly, OI	Completed
<u>FARM LABOR CAMPAIGN</u>		
<u>PUBLICATIONS, LEAFLETS, ETC.</u>		
Printed version of VFV on the Farm Front	Hancock, ES	Gone to printer
Printed version of Women Farm Workers	Bailey, ES	In preparation
Learning about Farm Jobs from Pictures	Pace, ES	Out
WLA recruiting leaflet, revision	Bailey, ES	In preparation
VFV recruiting leaflet, revision	Hancock, ES	Gone to printer
WLA membership card	Hancock, ES	Gone to printer
VFV membership card	Hancock, ES	Gone to printer
Local recruitment kit of materials	Hancock, ES	In clearance
<u>POSTERS</u>		
VFV enrollment poster for use in schools	Hancock, ES	Gone to printer
VFV recruitment poster	Pace, ES	Gone to printer
WLA recruitment poster	Hancock, ES	In final preparation tion.
Car card for use in May	Fulghum, ES	Gone to printer
<u>FEATURES</u>		
Pictures and 600-word story on WLA to The Nation's Agriculture	Bailey, ES	In preparation
<u>FILM STRIPS</u>		
VFV recruitment film strip	Pace, ES	In preparation
WLA recruitment film strip	Pace, ES	In preparation
<u>RADIO</u>		
Transcription by Judge Marvin Jones - "The Farm Labor Challenge for 1944"	Flood, OFAR	Out



Subject	Assigned	Status
Transcription by Miss Florence Hall -- "The Women's Land Army"	Pitt, OI	Out
Transcription by Kenneth Ingwalson on Victory Farm Volunteers	Pitt, OI	Out
<u>Farm and Home Hour - March 20</u> Florence Hall and Mr. and Mrs. George Wurst of Newell, N. J., "City Women and Farm Work"	Pitt, OI	Cleared
<u>Consumer's Time</u>		
May 13 - Dramatization of Maine potato picking job, based on experiences of Mrs. Alice Davis, 70-year old Kentucky farm woman.	Bailey, ES	In preparation
June 17- Short wave pick up of member of Women's Land Army in England	Bailey, ES	In preparation
<u>Farm Flashes</u>		
Farmers Need City Help	Pitt, OI	Cleared
Women Workers on Farms	Bolender, OI	Cleared
FARM SUPPLIES AND TRANSPORTATION CAMPAIGN		
Fertilizer now and in the last war	Reynolds	In Clearance
Conservation and re-use of agricultural bags		In Clearance
POST-WAR AGRICULTURE		
<u>RADIO</u>		
<u>Farm and Home Hour (Blue)</u>		
Post-War Agriculture Series:		
No. 15 - March 16, "World Food and Foreign Trade," R.B. Schwenger, OFAR	Schwenger, OFAR	Cleared
No. 16 - March 23, "Farming Opportunities for War Veterans," F. Hancock, FSA	Fox, FSA	In preparation
<u>FOOD INFORMATION SERIES</u>		
Let's Talk about Nutrition from the Stand- point of Production - A discussion guide	C.Taeusch, BAE	In preparation
Postwar Forest Conservation Objectives --- Fact Sheet	D.Parkinson, FS	Cleared

Subject	Assigned	Status
Forest Products After the War - Discussion outline	D. Parkinson, FS	In clearance

BOOK

What is Farming (For use by USAFI vocational classes. Reprints will be available to Agriculture.)

BAE Staff In clearance

Part I. Farming for a Living and as a Way to Live

Part II. Base of All Agriculture

Part III. Kinds of Farming

Part IV. Buildings and Tools

Part V. Planning and Managing

Part VI. Getting Started

Part VII. The Future

FOOD CONSERVATION CAMPAIGN

Prepared Part III on Clean Plate Campaign for Community Organization Manual

Moodie, OD Completed

Letters and material to 17 presidents of Eastern region of Junior League

Moodie, OD Completed

Food Conservation Education in the Elementary School Program

Beauchamp, OD In clearance

Feature series for Associated Negro Press to run first week in March through June

Daniel, OD First feature published

Feature on Slowe Hall chef

Daniel, OD Story, with pictures by Knell, sent to SERVICE Magazine, Tuskegee Institute.

Waste Reduction Methods Reported by Colleges

Daniel, OD Sent to Hampton Institute.

MARKETING ABUNDANT FOODS CAMPAIGN

PRESS

Release on April Through August Dried Egg Prices (Trade)

Snell, OD Out

Release on Seed Potatoes for Record Planting (Trade)

McDonald, OD Completed

Subject	Assigned	Status
Monthly release <u>Industrial Nutrition Services</u> tying in with cabbage carrying chart (VFS)	Perry, OD Rennie, OD Podolsky, OD	Out

PUBLICATIONS

Item in Food Trade Letter (March 11) listing foods abundant for most of country	Snell, OD	Out
Arrangements and Information for spread in April issue of CLICK Magazine on citrus fruits.	Nichols, OD	Out
"Irish Potatoes Still Abundant," War Food Use Program, Bulletin No. 10 (Nutrition Programs Branch)	Carpenter, OD	Cleared
"Eggs in Abundance," War Food Use Program Bulletin No. 11 (Nutrition Programs Branch)	Carpenter, OD	Cleared
"Foods in Abundance, March 1944," War Food Use Program, Bulletin No. 12 (Nutrition Programs Branch)	Carpenter, OD	Cleared

RADIO

Eggs for Easter (Consumer Time, April 8)	Dickey, OD	Completed
Remember Cabbage (Federal Food Reporter)	Rodgers, OD	Completed
Coaching for Poaching (eggs) (Vitamins for Victory)	Hoffman, OD	Completed

Farm and Home Hour (Blue)

Cabbage can help with the calcium	Van Deman, BHNHE	March 7
Tips on using frozen baked beans	Van Deman, BHNHE	March 7
Potatoes in popular ways	Van Deman, BHNHE	Scheduled for March 21

NUTRITION AND INDUSTRIAL FEEDING CAMPAIGN

PRESS

Egg recipes--for Food and Home Notes	Davis, BHNHE	Completed
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RADIO

Farm and Home Hour (Blue)

Wild Greens for the picking	Van Deman, BHNHE	March 8
Script, Many Mouths to Feed	Hoffman, OD	Completed



Subject	Assigned	Status
<u>Consumer Time</u>		
Food for Our Allies -- March 25	Dickey, OD	Completed
Food Facts, Fads and Fallacies -- April 1	Dickey, OD	Completed
Doctor Goodheart regional broadcasts	Molohon, OD	In preparation
An Entire City Balances its Diet (Homemakers' Chat)	Burns, OD	Cleared
Series of radio talks presented in Florida and Georgia sponsored by State Departments of Education and State Defense Councils on how WFA cooperates in school lunch program, etc.	Dodderidge, OD	Out
<u>Vitamins for Victory series</u>		
Using the last drop (coffee)	Hoffman	Completed
Shrimp	Hoffman	Completed
Sweet and Low (sugar)	Hoffman	Completed
Green Peas on the Menu	Campbell, OD	Completed
Summer Squash on the Vegetable Front	Rodgers, OD	Completed
Furnished information to "Columbia School of the Air" (CBS - 9:15-9:45 a.m. EWT) for April 17 show, "The Test Tube."	Butler, OD	Completed
<u>PUBLICATIONS</u>		
<u>News Letter</u> for distribution to members of Inter-Agency Committee on Food for War Workers.	Spence, OD Perry, OD	In preparation
Article for USDA Summary	Podolsky, OD	In preparation
Arrangements for four-page spread in March issue of GOOD HOUSEKEEPING Magazine, "Something different for the Lunch Box"	Nichols, OD	Out
Pamphlet on Mine Pit-Head Canteens to be illustrated by photos from St. Michael, Pa.	Perry, OD	Completed
Media book for field and information people	Perry, OD	Cleared and being printed
Information for pamphlet developed for OD by Federal Works Agency entitled "War Plant Feeding Service." This brochure contains industrial feeding plans and equipment lists.	Perry, OD Adelberger, OD	Out
How new ration order (RO 5, Amend. 46) affects industrial feeding program, for WALL STREET JOURNAL	Alpert, OD	Completed



Subject	Assigned	Status
Feature spread in BETTER HOMES AND GARDENS Magazine on "How to Use Soya" (March)	Nichols, OD	Out
Feature article in BETTER HOMES AND GARDENS Magazine on "How to Stretch Milk" (March)	Nichols, OD	Out
Article in Virginia Journal of Education (current issue) -- "School Lunches Call for Ingenuity."	Solomon, OD	Out
Article in March issue of NATION'S SCHOOLS Magazine -- "Planning for Canning."	Solomon, OD	Out

### VICTORY GARDEN CAMPAIGN

#### PUBLICATIONS

<u>Nutrition News Letter</u> (Nutrition Programs Branch) spotlights "Gardening for Good Nutrition," April issue	Carpenter, OD	Completed
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#### RADIO

Radio Script, "First Day of Spring" (Vitamins for Victory series)	Hoffman, OD	Completed
<u>Victory Garden Program</u> -- "Planting Early Vegetables" (Part II)	Hemphill, Moore DuMars	In preparation for March 24
<u>Homemakers' Chats</u> Building up Garden Soil	Overby	Cleared
Cabbage Planting-Fertilizer (Q&A)	Overby	Cleared

#### PRESS

More Community Gardens Needed	Moore	Released March 1
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### HOME FOOD PRESERVATION CAMPAIGN

#### RADIO

Community Canning in New England (New England Farm Hour, March 18)	Burns, OD	Completed
Community Canning (McCann Pure Food Hour - WOR - March 24)	Burns, OD	In preparation

Subject	Assigned	Status
PRODUCTION GOALS CAMPAIGN		
<u>RADIO</u>		
<u>Farm Flashes:</u>		
Better Hens on Farms	Herndon, OI	Cleared
Farm Livestock Review	Herndon, OI	Cleared
Milkers for More Milk	Lambert, REA	Cleared
Why More Food in '44	Pitt, OI	Cleared
<u>PA and INS:</u>		
Builds Ships, Produces Food	Fox, FSA	Cleared
Improves Farm, Increases Output	Fox, FSA	In preparation
Federal Seed Act	Molohon, OD	Cleared
<u>Network Broadcasts:</u>		
Farm & Home Hour (Blue)		
March 21 - "Granular Ammonium Nitrate"	Zahniser, EPI	In preparation
March 22 - "The 1944 Price Supports," Ashley Sellers, Director, Office of Price, WFA	Chew, OI	In preparation
Two radio transcriptions for A. W. Manchester for New England Radio News Service, Boston.		
	Hill, AAA	Out
The Future of Dried Milks (O.E. Reed : on CBS Country Journal, March 11)		
	BDI	Completed
Poultry in World food picture	Burch, ARA	Cleared
<u>PRESS</u>		
All grain crops benefiting through plant breeding	BPISAE	Cleared
Some vegetable seeds need a chemical-dust treatment	BPISAE	Cleared
Find simple ways to reduce tomato skin breaks and resulting decay	BPISAE	CLEARED
Corn yields are bigger if ears are not too big	BPISAE	Out
Potatoes on the up-and-up	BPISAE	Cleared
The innermost nature of plant rubber	BPISAE	Cleared

Subject	Assigned	Status
Find olive oil substitute in peanut (Clip Sheet)	BAIC	Cleared
Prepared story on plans for AAA seed distribution in 1944	Haynes, AAA	In clearance
Prepared statement on operation of AAA program in Southern States for use in cotton trade journal	Haynes, AAA	Out
Press release on meal priority	Stewart, AAA	In clearance
Background piece on storage problems for WNU	Stewart, AAA	Out
Circular letter on dry peas for field use	Arneson, AAA	In clearance
Circular letter on dry beans for field use	Arneson, AAA	In clearance
Circular letter on soybeans for field use	Emerson, AAA	In clearance

#### MISCELLANEOUS

Revision of Fact Sheet (Marketing Abundant Foods)	Carr, OD	In preparation
Revision of Fact Sheet (Industrial Feeding)	Podolsky, OD	In preparation
Revision of Fact Sheet (Nutrition)	North, OD	Completed
Revision of Fact Sheet (School Lunches)	North, OD	Completed
Exhibit	Rennie, OD Perry, OD	Completed
Arrangements for photographic trip of Charles Knell to shipyard in Chester, Pa., and New York. Photos to be used in connection with magazine articles.	Perry, OD	Completed
Arrangements for distribution of match packets printed by Lion Match Co., showing Basic 7 chart	Rennie, OD	Completed
Series of talks before Florida and Georgia Parent-Teachers associations on importance of child feeding and school lunch programs in wartime.	Dodderidge, OD	Completed
Address, "Growing Vegetables for Vitamins," National Victory Garden Conference, Detroit, Michigan	Carpenter, OD	Out



Subject	Assigned	Status
<u>RADIO</u>		
<u>INS and PA:</u>		
Forest Fire Fighters	Bergoffen, FS	Cleared
Forest Fire Prevention Campaign	Bergoffen, FS	Cleared
U. S. Farm Share in Feeding Europe	Burns, OD	Cleared
Federal Food Reporter (Home Service Daily, March 17)	Briggs, OD	Completed
Edible Fats and Oils (Consumer Time, March 18)	Dickey, OD	Completed
Better Markets for Farmers (INS Wire Stories)	Burns, OD	Completed
<u>PRESS</u>		
Support prices for frozen vegetables	McDonald, OD	Completed
Announcement of 1944 purchase program for southern blackeye peas	Ludrick, OD	Completed
1944 dry wrinkled pea purchase program	Ludrick, OD	Completed
Smooth pea purchase program for 1944	Ludrick, OD	Completed
Release announcing dry bean purchase program (Trade)	Ludrick, OD	Completed
Flour support program for Cuba	Ludrick, OD	Completed
Background material for OWI task force to tie in with War Advertising Council campaign	Perry, OD	Out
Information for Low-Point, No-Point campaign pamphlet to be distributed to industrial feeding operators, hotels and restaurants	Perry, OD Johnson, OD	In preparation
Information for Minister of Labor from Brazil to use in planning industrial feeding activities in Brazil	Perry, OD	Out
Information for Office of Coordinator of Inter-American Affairs for distribution in South America	Perry, OD	Out
Set of Nutrition Notes for OWI	Fairfield, OD	Out
Suggestions for Regional Offices on promoting school lunches in observance of National Negro Health Week, April 2 to 9, and Child Health Day, May 1	Dodderidge, OD	Out

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
Field contacts with Department of Education in State of Florida and Defense Councils in Florida and Georgia on importance of child feeding programs	Dodderidge, OD	Completed
Information for statement to Inter-Agency Cooperating School Lunch Committee on home processed foods for school lunches.	Dodderidge, OD	Completed
Farm Family Living. Feb. 26, 1944.	Econ. Div., BHNHE	Completed

